

**POSITIVE POLITENESS STRATEGY USED BY JAE MIN JUNG AND
MARI BAEK IN *ORANGE MARMALADE* WEBTOON**

THESIS

**Submitted as Partial Fulfillment of the Requirements for the Bachelor
Degree of English Department Faculty of Arts and Humanities UIN Sunan
Ampel Surabaya**



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Hereby declares that the thesis under the title Positive Politeness Strategy used by Jae Min Jung and Mari Baek in *Orange Marmalade* Webtoon is my original scientific work which has been conducted as a partial fulfillment of the requirements for the Sarjana degree and submitted to English Department, Arts and Humanities Faculty of Sunan Ampel State Islamic University. Additionally, it does not incorporate any other text from the previous experts except the theories itself.

Surabaya, October 18th 2018

Writer,

A green rectangular stamp with the text "METERAI TEMPEL" at the top, a serial number "4E537AEF094172750" in the middle, and "6000 ENAM RIBU RUPIAH" at the bottom. A handwritten signature in black ink is written over the stamp.

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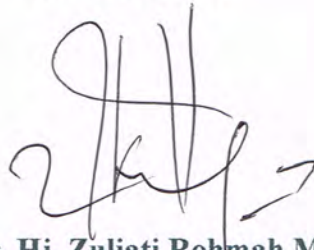
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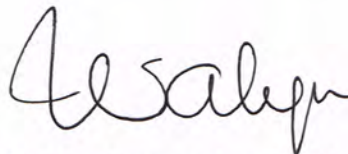
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ABSTRACT

Aliyah, Isnaini Hanim. 2018. *Positive Politeness Strategies Used by Jae Min Jung and Mari Baek in Orange Marmalade Webtoon*. Thesis, English Department, Faculty of Letters and Humanities, the State Islamic University Sunan Ampel Surabaya.

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Key words : *Positive Politeness, Jae Min Jung and Mari Baek, Webtoon*

This research attempted to analyze the usage of positive politeness strategy used by Jae Min Jung and Mari Baek in Orange Marmalade Webtoon's English version. The aimed of this research was to found out what kinds of positive politeness strategies that used by Jae Min Jung and Mari Baek and the factors that influence JaeMin Jung and Mari Baek used polite strategy.

This research, the researcher applied qualitative approach. The source of data was taken from webtoon and the data were taken from the utterances which consist of words, phrases, and sentence that expressed by Jae Min Jung and Mari Baek in Orange Marmalade webtoon. The researcher used theory about positive politeness strategy from Brown and Levinson (1968) and some other supporting theories to conduct this research.

By this research, the researcher found that the main characters Jae Min Jung and Mari Baek applied ten positive politeness strategies. Those strategies were Avoid Disagreement, Notice, attend to hearer (his interest, wants, need, goods), Intensify to the hearer activity, Seek agreement, Include both speaker and hearer activity, Exaggerate (interest, approval, sympathy, with the hearer), Give gift to the hearer (goods, sympathy, understanding, cooperation), Presuppose/ rise/ assert common, Offer and promise, and Assume and assert reciprocity. And the researcher also found two factors that influenced the main characters used positive politeness strategy. Those are payoff and social distance. The main characters used those factors as a mean to maintain the social distance between the speaker and the hearer. By reading this study the researcher hopes, this study will be useful and be inspire work for the readers, especially, for students of English Department to understanding positive politeness strategy.

INTI SARI

Aliyah, Isnaini Hanim. 2018. *Positive Politeness Strategies Used by Jae Min Jung and Mari Baek in Orange Marmalade Webtoon*. Thesis, English Department, Faculty of Letters and Humanities, the State Islamic University Sunan Ampel Surabaya.

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Kata kunci : *Positive Politeness, Jae Min Jung and Mari Baek, Webtoon*

Penelitian ini mencoba untuk menganalisa penggunaan positive politeness strategy yang digunakan oleh Jae Min Jung dan Mari Baek di Orange Marmalade webtoon versi bahasa Inggris. Penelitian ini bertujuan untuk menemukan macam-macam positive politeness strategy yang digunakan oleh Jae Min Jung dan Mari Baek dan faktor-faktor yang mempengaruhi Jae Min Jung dan Mari Baek menggunakan polite strategy.

Di penelitian ini, peneliti menerapkan pendekatan kualitatif. Sumber data diambil dari webtoon dan data diambil dari pengucapan yang termasuk pada kata, prase, dan kalimat yang di ekspresikan oleh Jae Min Jung dan Mari Baek di Orange Marmalade webtoon. Peneliti menggunakan teori tentang positive politeness strategy dari Brown and Levinson (1968) dan beberapa teori pendukung lainnya dalam mengerjakan penelitian ini.

Oleh penelitian ini, peneliti menemukan bahwa karakter utama Jae Min Jung dan Mari Baek menerapkan 10 macam positive politeness strategy. Strategi-strategi itu adalah Avoid Disagreement, Notice, attend to hearer (his interest, wants, need, goods), Intensify to the hearer activity, Seek agreement, Include both speaker and hearer activity, Exaggerate (interest, approval, sympathy, with the hearer), Give gift to the hearer (goods, sympathy, understanding, cooperation), Presuppose/ rise/ assert common, Offer and promise, and Assume and assert reciprocity. Dan peneliti juga menemukan dua faktor yang mempengaruhi karakter utama menggunakan positive politeness strategy. Faktor itu adalah payoff dan social distance. Karakter utama menggunakan factor-faktor tersebut bermaksud untuk menjaga jarak soaial antara pembicara dan pendengar. Dengan membaca penelitian ini peneliti berharap penelitian ini akan bermanfaat dan menjadi karya yang menginspirasi untuk pembaca, khususnya untuk mahasiswa jurusan bahasa Inggris untuk memahami positive politeness strategy.

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Besides, language has self-expression as actions via utterances, language is also commonly used in daily life. The utterance that is produced by people are not only come from their conscious mind but also their unconscious motivation that play an important role to contrast the utterance (Mills 2003:18). There are some ways to make the communication runs well and harmony. One of them is a politeness strategy.

Furthermore, phenomenon of politeness is defined and interpreted from various perspective. Apart from Brown and Levinson's theory which is chosen as the background for this research and will be presented further on, many other scholars make significant contribution and theorized the concept of politeness.

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Being polite may also involve the dimension of formality. In a formal situation the appropriate way of talking to somebody will depend on the person's role in the context (Holmes, 1992:297). According to Watts (2003:86) politeness strategies will therefore be those which aim (a) encourage or enhancing the addressee's positive face (positive face) and (b) at avoiding transgression of the addressee's freedom of act on and freedom from imposition (negative face). Positive politeness being addressed to the addressee's positive face and negative politeness being addressed to her/his negative face.

In order to figure out the phenomenon, the researcher applied the theory of politeness strategies proposed by Brown and Levinson (1987:92). There are four kinds of politeness strategies: *Bald On-Record*, *Positive Politeness*, *Negative Politeness* and *Off-Record* but the researcher focused on the positive politeness strategy and its types of positive politeness strategy to conduct this research. According to Brown and Levinson (1987:71) there are two factors that influence the use of positive politeness strategies, they are Payoff and Relevant circumstances. Therefore, each type of positive politeness may be influenced by different social factor.

The third previous study is conducted by Maisaroh, (2015) entitled *Positive Politeness Strategy Used by Characters in Memoirs of Geisha Novel*. In this research the researcher used descriptive method because it was taken written material to be analyzed in the form of novel. Here the researcher wanted to supply a better understanding about positive politeness strategy based on Brown and Levinson (1987) in *Memoirs of Geisha* novel. The researcher used novel entitled *Memories of Geisha* which is written by Arthur Golden as the source of data and the data of this research were the utterances by all characters in the novel that contained of kinds of positive politeness strategy. The result of this research the researcher found five types of positive politeness namely, using in-group identity marker, In strategy offering / promising, being optimistic, including both the speaker and the hearer in the activity and giving (or ask for) reasons. The most dominant of type of positive politeness that is used by the characters in this novel is giving (or ask for) reasons.

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Those all previous studies above used different data and data source. The first research used a movie as the data source of that research and focused on the positive politeness strategy, the second research used A-Qur‘‘an as the data source and the researcher analyzed all the types of politeness strategy. Then the third research used a novel as the data of that research and focused on positive politeness strategy and the last previous study uses a talk show as the data of that research.

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The researcher chosen *Orange Marmalade* webtoon because the researcher speculated that the conversation between the main characters in *Orange Marmalade* webtoon contained of kinds of positive politeness strategy. *Orange Marmalade* was written by Seok Woo that released on 1th July 2014 and has 119 episodes on webtoon as the source of data in this research. Orange Marmalade is one of webtoon's romance stories. It is one of the most favorite stories that got 1,5 Millions likes from the reader and it is also filmed. It is a story about a vampire girl who lives as if she is a human because she does not want to be known as a vampire. People believe that vampires are a monster because they drink human blood. Finally, she is caught by people and they scare of her except her close friends and her boyfriend. At the end of the story, people can accept her in their community.

Based on the background above, the researcher proposes two question as follow:

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1.3 Research Objectives

The source of data in this research are:

- a. To find out kinds of positive politeness strategies are used by Jae Min Jung and Mari Baek in *Orange Marmalade* webtoon.
- b. To explain the social factors that influence Jae Min Jung and Mari Baek in *Orange Marmalade* webtoon in using those strategies.

1.4 Significance of Study

This study is hopefully can be a positive knowledge for the researcher and the readers especially the students of “UIN Sunan Ampel Surabaya” about language variety. The writer gives information for readers about the employment of the positive politeness strategy in the webtoon/webcomic entitled “*Orange Marmalade*”. Therefore, the research can help the readers or the next researcher to understand the theory of positive politeness strategy and the varieties of language. Finally, this study will give a good assumption for the readers to choose their own style in using language.

1.5 Scope and Limitation

The scope of this research focused on positive politeness strategy theory by Brown and Levinson 1987, which is divided into fifteen types of positive politeness strategy namely: *notice, attend to hearer (his interest, wants, needs, goods); exaggerate (interest, approval, sympathy, with the hearer); intensify interest to the hearer; use in-group identity markers; seek agreement; avoid disagreement; presuppose/raise/assert common ground; joke; assert or presuppose the speaker's knowledge and concern for the hearer's wants;*

offer/promise; be optimistic; include both the speaker and the hearer in the activity; give (or ask for) reason; assume or assert reciprocity; and give gift to the hearer (goods, sympathy, understanding, cooperation). In this study, the researcher limits the utterance by the characters in *Orange Marmalade* webtoon. From all the characters the researcher only taken the utterances by Jae Min Jung and Mari Baek that contained positive politeness strategy.

1.6 Definition of Key Term

In order to avoid misinterpretation about the using of terms the researcher will give the suitable meaning of the key terms as follow:

- a. Politeness strategies are kinds of communication strategies that emphasize polite words in action.
- b. Positive politeness strategy is a face-saving action which is concerned with the person's positive face which tends to show the solidarity.
- c. Webtoon is a webcomic that distributed through the internet network. It can be read in one page of the website and it is also has color.
- d. Orange Marmalade is a webtoon written by Seok Woo. It was released on 1th July 2014 that has 119 episodes.

concept of this study and the background in the point of sub chapter. The first is about politeness definition of politeness strategy and all the aspect point of view that consist of face (positive face and threatening act. The second sub chapter is about politeness on Brown and Levinson theory. It is describe politeness strategy and the fifteen types of positive politeness and Levinson theory. The third sub chapter is about the advantages. The last sub chapter is tell about *Orang Jawa* Strategy

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2.1.1 Face and Face Threatening Act (FTA)

According to Brown and Levinson (1987: 95) politeness strategies are strategies that are used to formulate messages in order to save the hearer's face. Face refers to the self-image which the speaker or hearer would like to see and maintain the interaction. In other hand, Fasold (1996: 160) states that face is something that is emotionally invested and that can be lost maintained and must be constantly attended to interaction.

There are two types of face that are positive and negative face. Brown and Levinson (1987: 110) state that, positive face is the individual's desire that her/his wants to be appreciated in social interaction or the need to have positive image can be accepted by other. For example if your friend shows you her new shoes which she thinks it is pretty and expects your compliments, but your response is "what an old fashion shoes" which fails to meet her desire then her positive face is offended. Negative face is the individual's desire for freedom of action or from imposition, and to be impeded by other. For example if you make your young brother reluctant to follow your instruction for the sake of your relative authority. This offends his negative face.

The act that threatens someone's face is called face threatening act (FTA). According to Brown and Levinson (1987:92), FTAs are acts and strategies which could harm or threaten the positive or negative face of one's interlocutors. Thus, An FTA means threatens the positive or negative face of the hearer. People need to saving face to keep the conversation run well. Therefore, face is the most part of our body which is used to show the expression, appearance, and identity among

Even though FTAs can't be avoided, there are certain strategies to minimize the threat. Brown and Levinson (1987) give five options that a speaker can choose in case face threatening act that should be performed. Each strategy requires a different amount of face saving effort.

1. Bald On Record Strategy

2. Positive Politeness Strategy

3. Negative Politeness Strategy

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4. Bald Off Record

2.2 Positive Politeness Strategy

1. Strategy 1 : Notice and attend to Hearer (his interests, wants, needs, goods)

For example:

In order to satisfy hearer's positive face, speaker should avoid disagreement with hearer. There are three features of this strategy. The first is *token agreement*. It is desire to agree or appear to agree with hearer lead also to mechanism for pretending to agree Brown and Levinson (1987: 113). For example:

B: Yes, yes, she's small, smallish, um, not really small but certainly not very big.

The third is *white lie*. Where the speaker confronted with the necessity to state an opinion, wants to lie rather than damage hearer's positive face Brown and Levinson (1987: 115). For example: *can I borrow your radio?. No I can not, The batteries are dead*. Both speaker and hearer may know that thing is not true, but hearer's face is saved by not having his request refused point-blank.

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7. Strategy 7: Presuppose/raise/assert common ground

8. Strategy 8: Joke

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9. Strategy 9: assert or presuppose Speaker's knowledge of and concern for Hearer's wants

The first way to show that speaker and hearer are cooperators is by declaring or implying knowledge of hearer's wants and willingness. Implying knowledge of hearer's wants and willingness allow speaker to put pressure on hearer to cooperate with him, e.g. to receive the speaker's request. Negative questions sometimes function to achieve such situation, for example for request or offer, "*look, I know you can't bear parties, but this one will really be good-do come!*" and example for offer and apology, "*I know you love roses but the florist didn't have any more, so I brought you geraniums instead*" Brown and Levinson (1987: 125).

10. Strategy 10: Offer, promise

Another way to satisfy hearer's positive politeness is by stressing that whatever hearer wants, speaker wants for him and will help to obtain. Speaker may state offers and promises to create such condition with a purpose speaker's good intentions in redressing hearer's positive face wants even if they are false. For example, *"I'll drop by sometimes next week"* Brown and Levinson (1987: 125).

11. Strategy 11: Be optimistic

The cooperative strategy can be performed by assuming that hearer wants what speaker wants for himself (or for both of them) and hearer will help speaker to obtain it. On contrary of strategy 10, this strategy suggests speaker being presumptuous that hearer will cooperate with him for their mutual shared interest.

For example *look I'm sure you won't mind if I borrow your typewriter or you'll lend me your lawnmower for the weekend, I hope*. These optimistic expressions of FTA appear to be successful by reducing the size of face threat implying that the cooperation between speaker and hearer will only take a small thing to be granted by using certain expressions like *a little, a bit, for a second, etc.* or sometimes softening the presumptuousness with a taken tag like in *I'm borrowing your scissors for a second – OK? Or I just drop by for a minute to invite you all for tea tomorrow - you will come, won't you?*. Brown and Levinson, (1987: 126-127).

Including both speaker and hearer in the activity is another way to perform cooperative strategy. By using word 'we' (inclusive form), so it is commonly used to make hearer involved in speaker's action thereby redress FTA. Some common examples are “*let's have a cookie, then (i.e. me)*”, “give us a break and I will do it for our benefit. This strategy is often used to soften request where speaker pretend Is as if H wanted the requested think to and offers where S pretend as if S were as eager as hearer to have the action, for example "We (inclusive) want your salt, We (inclusive) will shut the door ma'am. The wind's coming in", Brown and Levinson, (1987 127-128).

13. Strategy 13: give or ask for reasons

The other way for the speaker to include the hearer in the activity is for speaker gives the reason as to why he wants what he wants. In other words, giving reasons is a way of implying „I can help you“ or „you can help me“, and, assuming cooperation, a way of showing what help is needed. Example “*Why don’t we go to the seashore!*” Brown and Levinson (1987: 128),

14. Strategy 14: Assume or assert reciprocity

This strategy suggests that giving evidence of reciprocal rights or obligation obtaining between speaker and hearer can be used to claim or urge the existence of cooperation between speaker and hearer. It means that speaker may *'I'll do X for you if you do Y for me* or *'I did X for you last week*. For example: *I'll give you the bonus if you can sell a machine*. In this way, S may soften his FTA by negating the depth aspect, Brown and Levinson (1987: 129).

15. Strategy 15: Give gifts to Hearer (goods, sympathy, understanding, cooperation)

Lastly, to satisfy hearer's face speaker may grant hearer what hearer wants e.g. by giving gifts to hearer, not only tangible gift which indicates that speaker knows hearer's wants and wants them to be fulfilled, but also human relations wants like the wants to be liked, admired, cared about, understood, listened to and so on for example "*I am sorry to hear that*" Brown and Levinson (1987:129).

2.3 Factors Influences the Use of Positive Politeness Strategy Based on Brown and Levinson Theory

The employment of politeness strategy is influenced by several factors. According Brown and Levinson (1987:71) there are two factors that influence to

or authority over us to those who do not. It is based on the asymmetric relation between the speaker and hearer. These type of power are most found in obviously hierarchical setting, such as courts, the military, workplace. For example, you would probably be more polite about conveying to your employer because he or she always arrive late, than in conveying to your family. This is because of your employer can influence your career in a positive way (reward power) or negative way (coercive way).

Social distance can be seen as the composite of psychologically real factors (status, age, sex, degree, of intimacy etc.) which together determine the overall degree of respectfulness within a given speech situation. It based on the symmetric relation between the speaker and hearer. For example, you feel so close to your friend because he is similar in terms of age or sex then you will get closer or maintaining to him and the distance rating will get smaller. As a result you will not employ polite utterance when you ask him to do something. So, you will employ the polite utterance when you interact with person whom you are not known well, such as person who is older than you.

Size of the imposition is a culturally define ranking of impositions by the degree which they are considered to interfere with an agent's wants of self-determination or of approval. Size of the Imposition can be seen from the relative status between one speech acts to another in a context Brown and Levinson (1987:77). For example, borrowing a car in the ordinary time will make us feel

reluctant but in urgent situation it will natural. Thus, in the first context we will employ the polite utterance because the situation is urgent.

2.4 Webtoon

Now days is hard to live without media in the modern society. The media intertwine with people's life. The "Webtoon" is one of the fasted growing media that has more subscribers than comic books. Various forms of digital cartoons appeare through popularization of Internet PC in mid-to late 1990s, digitalization of analog contents and being able to see offline contents or online. The early stage of webtoon consist of simple sections which is created by anonymous netizen and it is spread via personal webpages. In May 2014, there are over 1,200 webtoons that are published on the internet and according to Koreanclick, as of February 2014 in Naver and Daum which are the top two portal websites in South Korea, the number of webtoon users were 6.3 million people and the number of page view was 900 million per month.

One of the advantages of webtoon is the fast communication with subscribers as it is a two-way communication media. On the other hand, one of the webtoon's disadvantage is unlike the initial planning, the plot can be changed because of the lack of planning time for updating and also the lack of completion due to unexpected results.

2.5 Orange Marmalade

Orange Marmalade is one of Webtoon's romance stories which is composed by Seokwoo. It is one of the most favorite story and it has filmed. It is a story about a vampire girl who lives as if she is a human because she does not want to be known as a vampire. People believe that vampires are monster because

3.2.3 Techniques of Data Collection

To collect the data, the researcher used documentation technique in collecting the data. The data were taken from the utterance which consist of phrase, word, sentence that used by the main characters Jae Min Jung and Mari Baek in *Orange Marmalade* webtoon. There are some following steps used by researcher in collecting the data:

1. First, the researcher took the utterance by the main characters Jae Min Jung and Mari Baek in *Orange Marmalade* webtoon, episode by episode.
2. Second, the researcher captured all the utterance by the main characters Jae Min Jung and Mari Baek in *Orange Marmalade* webtoon that consist of positive politeness strategy by using smartphone.
3. Third, the researcher transcribed all the utterance that was captured to computer.

Episode 1 : *Meeting*

Her friend: “ Would you like to have lunch with us?”

Baek Ma Ri : “ No thank, I like eating by myself”.

Her friend : “ Ah,, yeah? . okay. “

Figure 3.2 The example of transcript from webtoon

3.3 Data Analysis

After collecting the data, the researcher did some activity to analysis the data. There are some following steps that used by researcher in analysis the data:

- ### 1. Identifying the utterances

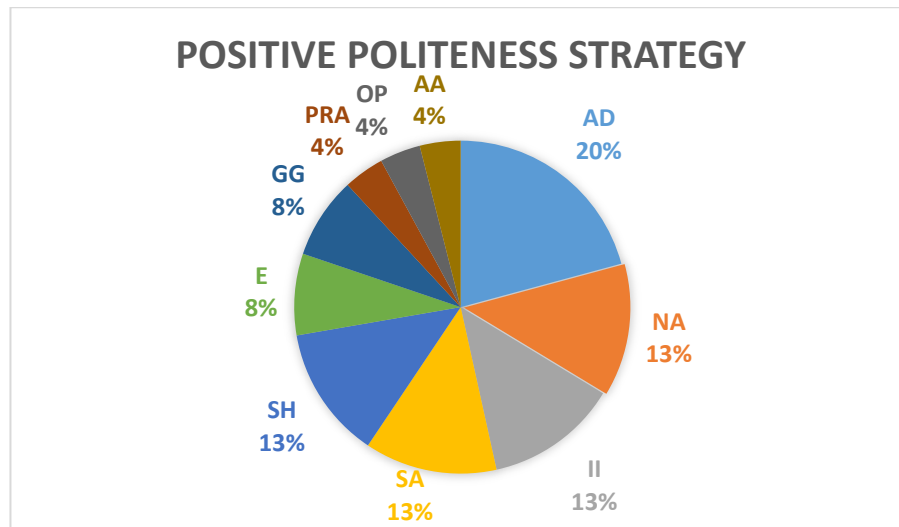
In this step the researcher used Brown and Levinson (1978) theory to identify the utterance and find out the kinds of positive politeness strategies. In

this way the researcher gave underline and mark in each utterance which containing positive politeness strategies. To made the classification and the analysis of the data easier the researcher used code.

Each utterance by the main characters Jae Min Jung (**JJ**) and Mari Baek (**MB**) in *Orange Marmalade* webtoon were marked by code. The coding of data in this research can be seen through the following ways:

- Strategy 1 : notice and attend to hearer (his interest, wants, need good) : **NA**
- Strategy 2 : exaggerate (interest, approval, sympathy, with hearer) : **E**
- Strategy 3 : intensify interest to hearer in the speaker's contribution : **II**
- Strategy 4 : use in group identity markers : **UGM**
- Strategy 5 : seek agreement : **SA**
- Strategy 6 : avoid disagreement : **AD**
- Strategy 7 : presuppose/raise/assert common ground : **PRA**
- Strategy 8 : joke : **J**
- Strategy 9 : assert or presuppose speaker's knowledge of and concern for hearer's wants : **APS**
- Strategy 10 : offer, promise : **OP**
- Strategy 11 : be optimistic : **BO**
- Strategy 12 : include both speaker and hearer in the activity : **SH**
- Strategy 13 : give or ask for reasons : **GAR**
- Strategy 14 : assume or assert reciprocity : **AA**
- Strategy 15 : give gift to hearer (goods, sympathy, understanding, cooperation) : **GG**

Table 4.1 Positive Politeness Strategy Applied by the Main Characters.



The chart above showed that “Avoid Disagreement” strategy was the highest frequency expressed by the main characters. It was the highest number which is 5 data out of 24 data or 20%. It showed that the main characters mostly used positive politeness to show their agreement rather than disagreement in order to save their hearer’s positive face. Then the second there are four kinds of strategies, they are “Notice, attend to hearer (his interest, wants, need, goods)”, “Intensify to the hearer activity”, “Seek agreement”, and “Include both speaker and hearer activity” each of them occurred of 3 data from 24 data or 13%. The third highest strategies are “Exaggerate (interest, approval, sympathy, with the hearer) and “Give gift to the hearer (goods, sympathy, understanding, cooperation) strategies, each of them occurred of 2 data from 24 data or 8%. The last strategies are “Presuppose/ rise/ assert common”, “Offer and promise”, and “Assume and assert reciprocity”, each strategy occurred of 1 data from 24 data or 4%. The kinds of positive politeness strategies and the influence factors of positive politeness strategies are explained in detail below.

Avoid Disagreement is applied when the speaker prefers to avoid disagreement by pretending the agreement to the hearer. There are four characters of this strategy the first is *Token Agreement*, for example; “Yes.. yes.. she is small ..uhm.. not really small but certainly not very big”. The second is *Pseudo-Agreement*, for instance; “I’ll meet you in front of the theatre just before 8, then”. The third is *White Lies*, for example; “Oh I can’t the batteries are dead”. The fourth is *Hedging Opinion*, for example; “It is really beautiful, in a way”. The researcher found 5 utterances by the main characters that contained this strategy. Those are 3 strategies of white lies and 2 strategies of pseudo-agreement. All of them are presented on datum 1 until 5.

Suri : Anyway drinking blood is disgusting, don't you think so new girl?

Mari Baek : **Yes I think so**

Soo Ri : If any vampires show their faces, I'm gonna treat them like this!
[*she kicks a ball*]

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Mari Baek's utterance above showed that she employed positive politeness strategy of *Avoiding Disagreement* for instances of *White Lies*. She used avoiding disagreement for instance *White Lies*, because she wanted to minimize the FTA of disagreement. She better lies than damaged the positive face of her friend with hiding disagreement. Actually, she disagrees with Soo Ri's statement that blood is disgusting because she is a vampire who drank blood every day so that she said "I think so" to Soo Ri. Mari Baek is anxious when her friends talked about a vampire. She didn't want her identity known by her friend. If they know her identity they will be scared and hate her.

Datum 2: (1/53/MB)

Mari Baek : I like eating by myself

The dialog above takes place in the canteen when they will have lunch after class. Her friend intends to invite Mari to have lunch together with them, but Mari uninterested of it. Every day she should pretend to eat rice and drink a glass

of water in the canteen in a break time then she vomits it in the toilet. She also cuts her fangs every week to cover her identity that she is a vampire.

In the conversation above, Mari Baek's utterance employed positive politeness strategy of *Avoiding Disagreement*. For example *Pseudo-Agreement*. She said "I like eating by myself" it is an indication or a line reasoning to the hearer that she didn't want to do like the hearer wants but she prefers to do pseudo-agreement rather than showing her disagreement directly.

The influence factor Mari Baek employed polite strategy to her friend is payoff. Mari Baek used polite strategy to her friend because she wanted to minimize the FTA of her friend.

Datum 3: (5/8/MB)

Mari Baek : Why do you following me?

Soo Ri : I'm not following you I have to go this way anyway

Soo Ri : When did you start playing, join in my band

Mari Baek : **I said its just a hobby**

Soo Ri : Don't you think you are wasting your talent?

When Mari feels weary and starving suddenly her aunt comes to her school and asks Mari to go out for a while with her. She gives Mari a pig blood. While she drinks it, she tells a lot about a man called Jung Jae Min who has sweet blood to her aunt. After Mari feels better after drinks a pig blood, her aunt asks her to go back to her class. On the way into her class, accidentally she kicks a can into a band room, curiosity she gets into that room and plays a guitar. When she plays a guitar suddenly Soo Ri appears from behind and gives a praise to Mari. Of

The conversation above Mari Baek employs positive politeness strategy of ***Avoiding Disagreement***. For a sample of *White Lie*. She prefers to say lie with saying “no I don’t have time for it”. It doesn’t mean that Mari really doesn’t have time. Both speaker and hearer may know that issue is not true but hearer’s face is saved by not having her request refused point-blank. Actually, she doesn’t mean to refuse her friend to visit Soo Ri’s mom in the hospital together but she should do that.

Datum 5: (33/46/MB)

Mari Baek : No, I just want to focus on my studies.

[illegible]

A few days later the case is revealed the murder is not caused by a vampire, but there are people who manipulate the corpse by making a mark like a vampire bite in victim's neck so everyone will think that it is a vampire act.

The influence factor Mari Baek used polite strategy is social distance. Because they known each other very well. Mari Baek used polite utterance because she has the same status and age with Soo Ri.

Notice, attend to the hearer (his wants, interest, needs, and goods) is applied when the speaker take notice or attention to the hearer's condition and give the reason of it. It can make the hearer know that the speaker notices or pay attention to his condition. The researcher found 3 utterances that contained this strategy. Those are *attending to hearer's need*, *attending to hearer's interest and noticing to hearer's want*. All of them are presented on datum 6 until 8.

The influence factor Mari Baek used polite strategy is social distance. Mari Baek knows Soo Ri very well because they have the same status and age. With using this strategy their relation can be closer.

Datum 7: (63/62/MB)

Mari's mom : Yup, it was a special promotion. So we are celebrating.

Mari Baek : Congrats dad

Mari's dad : This is only the beginning. I will work harder to buy a house and a car. I want you to be proud of me.

When Mari goes out of her room, she is shock to see pig liver from Jeju on the table. She knows that it is so expensive so that her mom was rare to prepare it for breakfast. Then she asks her mom “Is there any occasion today” then her mom tells her that her dad gets a special promotion from his company. Everyone is happy with that. So that they want to celebrate it with a special breakfast.

The conversation above showed that Mari Baek employed positive politeness of *Attending to hearer's interest*. This strategy is done by giving attention to the hearer interests. Mary is happy when she known that her father got a special promotion from his company by saying “Congrats dad”. It was mean Mari is paying attention to the business interest of her dad in his company.

The influence factor Mari Baek used polite strategy is social distance. Mari Baek uses polite strategy when talks with her dad. Of course, they have a very close relationship and know each other.

Datum 8: (112/84/JJ)

Mari Baek : **Why did you do that? What if they harm you?**

Jae Ming Jung : Let them do whatever they want. Don't worry I'm not scared at all.

Mari Baek : What will happen to me now .. [*sad*]

Finally, all the students know that Mari is a vampire. They are angry and throw the pig blood to Mari. They also expel her from school. Just her best friend Soo Ri and Woomi who want to protect her from their threat. Mari is very scared and sad about their treatment. Her body is filled with blood. When she walks slowly out of school, Shi Hu comes over her then asks her to go with him while extend his hand to Mari. Before she holds his hand, suddenly Jae Ming Jung appears from behind and hit the student who throw a pocket of blood to Mari. He comes to defend Mari even he drinks a pocket of blood in front of all students to show that he doesn't care who Mari and what her food. Then he asks Mari to go to his house and clean up the blood in her body.

The conversation above showed that Mari Baek employed positive politeness strategy of *Noticing to hearer's want*. This strategy is done by giving notice to the hearer wants. Mari Baek gives a notice to Jae Ming Jung that he will get harm if he defended and protects her because she is a vampire. Mari Baek and Jae Ming are different. Jae Ming is human than Mari Baek is a vampire. All people will hate him if they have known that he helped a vampire. In this case, the speaker takes a notice to the hearer wants to protect her.

The influence factor Mari Baek uses polite strategy is social distance. Mari Baek uses polite strategy with Jae Ming Jung Their because they have the same term in status. Their relation is close and they love each other.

4.1.3 Intensify Interest to the Hearer Activity

Intensify interest to hearer is applied when the speaker doing communication with the hearer, the aim is to intensify his interest to the conversation, here the speaker tries to put the hearer into the middle of the event being discussed. It commonly uses question tag or expression that includes hearer as the participant in the conversation. The researcher finds 3 utterances that contain this strategy. All of them are presented on datum 9 until 11.

Datum 9: (15/2/JJ)

Jae Ming Jung : Is it because what happened last night?

Mari Baek : I don't know

Jae Ming Jung : You started this! Stop being so. How about we level with each other. You like me, **don't you?**

The conversation above takes place on the subway. Jae Ming Jung is a popular student among young girls in his school because he is the most handsome and the best basketball player. Every time when he rides a subway some girls yell at him, not infrequently they also tease him. It makes Jae Ming Jung feels disturb. One day he meets Mari Baek in the same subway when she goes to school, he tries to come closer to Mari and tries to talk with her. She is shocked by his appearance. And some question is given to Mari but Mari doesn't answer anything. She just cover her nose with the shawl because she can't stand the smell of Jae Min Jung's sweet blood. He is annoyed because she doesn't respond then

he asks Mari why she doesn't respond him "Is it because what happened last night?" the answers "I don't know" then confidently he said "You like me, don't you"

He uses utterance “don’t you?” when he shares some of his wants to *Intensifying his Interest with The Hearer Activity* of his contribution to the conversation. In this case, Jae Ming Jung wants Mari Baek knows that she is so special for him so that he includes her into the middle of the events being discussed by using tag questions “don’t you?” It showed that Jae Ming Jung intensified his interest to Mari Baek.

The factor that influences Jae Min Jung uses polite strategy is payoff. With using this strategy, Jae Ming Jung can get the respect of Mari Baek and make their social distance be closer.

Datum 10: (16/1/JJ)

Jae Ming Jung :Why do you always wear clothes like that. **Aren't you hot?**

Jae Ming Jung :Its not winter

Mari Baek :This is the new trend these days.

Mari Baek always wears clothes and sweeter to keep her skin from the light of the sun. She can't survive under the rays of the sun, she should keep her skin otherwise she will burn because she is a vampire. At the time when they walk together, Jae Min gives a comment on her clothes. He thinks that she should not wear clothes like that because it can make hot her body. But Mari doesn't give her reason.

Finally, she goes out of the class and goes to the garden. She sits under the tree anxiously. Suddenly Jae Min comes over and sit curtains. He is worried about her. And ask her what caused her to be anxious.

The conversation above showed that Jae Min Jung employed positive politeness strategy of *Intensifying his Interest to Hearer Activity*. The conversation Jae Min Jung used a tag question “isn’t it?”. Its mean the speaker tried to put the hearer into the middle of the event that is discussed.

The influence factor Jae Ming Jung to used polite strategy is social distance. Jae Ming Jung uses polite strategy when talking with Mary Baek because Jae Min Jung was admired her. So he tries to minimize her FTA.

4.1.4 Seek Agreement

Seek agreement is applied when the speaker seeks ways to agree with the hearer. The speaker tries to intensify the hearer by showing the agreement. There are two characters of this strategy, the first is safe topic, for example; “wow its beautiful car, can borrow your cutter?”. The second is repetition, for instance, A: John went to London this weekend! B: London!. The researcher found 3 utterances that contain seek agreement for instance *repetition*. All of them are presented on 12 until 14.

Datum 12: (6/5/JJ)

Kyungtae Oh	:She transferred to this school recently. Boys call her ice princess
Jae Ming Jung	: Ice princes
Kyungtae Oh	:She got the nickname because she is pretty but doesn't talk much and act accidentally.

own all of them. But the boys more attractive after being rejected.
Conversation above showed that the Jae Ming Jung's utterance is a positive politeness strategy of *Seeking Agreement*. For instance, Jae Ming is stressing by repeating part of the hearer's utterance "I like you". It is the way of Jae Ming Jung to show his agreement with the hearer. The factor that influences Jae Min Jung is social distance. Jae Ming Jung and the hearer are best friends because they have the same status that is a best friend. Not only that but also they have the same thing in term age.

way of Jae Ming Jung

ector that influences Jae Min Jung is social distance. Jae Min Jung is a doctor because they have the same status that is a best friend. Not only that but also they have the same thing in term age.

Datum 13: (7/16/JJ)

Mari Baek : I said I was sorry about earlier. It was a mistake.

Jae Ming Jung : A mistake

alog above took place in the school backyard. When Mari listens to music with her earphone then Jae Ming comes to her and asks her to be his girlfriend in the subway. He tries to explain and remind her that he wants to know why she do it. Mari forgets about it all, then v

stressing by repeating part of the hearer's utterance that is "Ilcheon!". It is the way of Mari Baek to show her agreement to her father. She is happy and worried to her dad because the distance is too far from their house.

The factor that influences Mari Baek is social distance. Mari Baek used polite strategy because Mari is his daughter. Of course, Mari should be polite and respect to her father. And the relation between them is closer. They know each other.

4.1.5 Include Both Speaker and Hearer in the Activity

Include both speaker and hearer in the activity is applied when the speaker uses the term we while actually, the speaker intention is “you or me”. It is to show his cooperation and redress the hearer’s FTA. The researcher found 3 utterances that contained this strategy. All of them are presented on datum 15 until 17.

Datum 15: (15/28/JJ)

Mari Baek :What are you doing?

Jae Ming Jung : Hey **let's get out** of here and walk [*while hold Mari's hand*]

Mari Baek :What I don't want to!

Jae Ming Jung :Come on, its noisy here. Let's go.

When they are in the subway and have conversation there are some girls who feel hate and jealous of Mari. The girls yell at them and it makes the situation being crowded. Then Jae Min holds her hand to go out of the subway when it stops because he feels uncomfortable with the girls. He also worries if they are hurt Mari Baek.

The conversation above showed that Jae Min Jung applied positive politeness strategy of *Including both Speaker and Hearer in the Activity*. In the conversation, Jae Min said “Let’s go out” to Mari Baek when he wanted to go out from the subway. Let’s go out means “Me or you”. However, it showed the cooperation of speaker and redress the hearer’s FTA. An inclusive We.

Datum 16: (15/57/JJ)

When they go out from the subway Jae Ming Jung keep holding her hand while running away from the girls. But Mari doesn't like if Jae Min holds her hand because she fears to do a mistake when she smells his sweet blood. So Mari asks him to release her hand but Jae Min refuses, he worries that she will go away from him if he releases her hand.

Jae Min Baek : No

Ming Jung : I heard good thing about it

One day Jae Min wants to invite Mari to hang out and bring her to the movie. He is sure that Mari will want to go hang out with him. When Mari hears about it, she is shocked because the title of the movie is the vampire hunter. Mari is not a vampire. The movie tells about the war between vampires and vampire hunters. According to Jae Min it is a great movie and interesting to be a vampire hunter. Without saying her reason Mari refuses his invitation and go back with her friend.

The conversation above showed that Jae Min Jung employed the inclusiveness strategy of *Including both Speaker and Hearer in the Address*. Jae Min Jung said “ Let’s go” it means “Me or You”. This strategy is designed to

Jae Ming Jung : I heard good thing about it

The conversation above showed that Jae Min Jung employed positive politeness strategy of *Including both Speaker and Hearer in the Activity*. Jae Min Jung said “ Let’s go” it means “Me or You”. This strategy is done by an inclusive We. Jae Min Jung invites Mari to hang out and watching a movie. In order to make Mari happy and doesn’t lonely anymore.

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Exaggerate (interest, approval, sympathy with the hearer) is applied when the speaker shows his interest, approval, and sympathy to the hearer. The speaker can exaggerate intonation, stress or other aspect prosodics such as really, for sure, exactly, and absolutely. The researcher found 2 utterances that contain this strategy. Those are *exaggerating interest with the hearer* and *exaggerating sympathy with the hearer*. All of them are presented on datum 18 and 19.

Mari Baek :Jae Ming Jung! We are going to the music store this weekend, right? Where are we going to meet up?

Jae Min Jung : I'm going with my friend. don't worry about it.

Mari Baek : **Really**

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The conversation above showed that Mari Baek employed politeness strategy of *Exaggerating Interest with the Hearer*. Mari wanted to invite Jae Min Jung to go to a music store, she thought that he does, those s about the incident that happened yesterday between her and him. But t doesn't go with her, he will go with his friend. Then she answers "Real and really indicates the exaggeration. This strategy is done by exaggeration of utterance to show her interest to the hearer.

The influence factor Mari Baek used polite strategy is payoff. She wanted to keep his positive face, thereby the relation between them do not broke.

When Jae Min Jung goes to a music store, she thought that he does, those s
about the incident that happened yesterday between her and him. But t
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his positive face, thereby the relation between them do not broke.

The influence factor Mari Baek used polite strategy is payoff. She was able to maintain his positive face, thereby the relation between them do not broke.

Item 19: (84/15/MB)

10. **Teacher:** What do you think about our teacher? Have you
 11. **Student:** thought about that?

Min Jung : I'm not really interested.

eri Baek :Really

In accordance with their teacher that she will invite them to jumping before the festival music be hold. Then they go to in a place where

can spend their holiday there and overnight in the villa. They are very happy and enjoy it, playing and singing together then make a campfire on the evening chill. At that night Mari Baek tries to be honest with Jae Min Jung that actually she is a vampire. Jae Min Jung invites her to go out for walk around just two of them. He tells about his childhood and why he doesn't like if touched by a woman. From that Mari knows how he is actually. Well, Mari tells about their teacher that also Jae Min Jung's mom. She says that their teacher is different with other and very open-minded and she likes vampire too, then Mari asks to him "Have you ever thought about it?" then he says "I'm not interested" Mari silent and says "really!".

The conversation above showed that Mari Baek employed positive politeness strategy of *Exaggerating Sympathy with the Hearer*. Deliberately Mari Baek tells about his mom who very open-minded and also like a vampire. She thinks that he will also like a vampire after he knows that his mom is like a vampire. But he says “ I’m not really interested” then Mari says “Really!”. The word *really* that is produced by Mari Baek indicates exaggeration. This strategy is done by exaggerating the intonation of utterance by showing her sympathy to the hearer.

The influence factor Mari Baek used polite strategy is payoff. She uses polite strategy when talks with Jae Min Jung in order to minimize his FTA.

4.1.7 Give Gift to the Hearer (goods and cooperation)

Give gift to the hearer (sympathy, understanding, and cooperation) is applied when the speaker wants to satisfy the hearer by giving gift, it can be his

sympathy, understanding or cooperation in order to the speaker can get the human relation such as desire of being liked, admired, cared about, understood and listen. The researcher found 2 utterances that contain this strategy. Those are *giving cooperation to the hearer* and *giving goods to the hearer*. All of them are presented on datum 20 and 21.

Mari Baek :Where will we go? We are gonna be late

Mari Baek :Ha.. you just out of control.

The conversation above showed that Jae Min Jung employed positive politeness strategy of ***Giving Cooperation to the Hearer***. This strategy is done by giving a cooperation to the hearer. That is the first time Jae Min and Mari can be together in the same subway and getting some conversation. So that Jae Min feels happy and interested. He invites her to skip her school and go on a date with him in order to be liked by Mari.

Datum 21: (20/20/JJ)

Mari Baek :What do you want?

Jae Ming Jung :I'm going to hang out with you today. Here .. *[he shows of two movie ticket]*

Mari Baek :What?

After the school finish, Mari and others students out of class and rush to go home. Without knowing by Mari, Jae Min waits for her in front of the school gate. She is shock and curious about why he waits for her. Is there any something wrong. Then he comes closer to her and shows two movie tickets. He wants to invite Mari to hang out and watch a movie. But Mari uninterested of it. However, he just wants to make Mari happy because she looks lonely.

The conversation above showed that Jae Min Jung employed positive politeness strategy of ***Giving Goods to the Hearer***. A few days ago Jae Min saw Mari lonely. So he has the initiative to take her to watch the movie. This strategy is done by giving goods to the hearer that are two movie tickets.

The influence factor Jae Min used polite strategy is social distance. After a few days Jae Min is approached and get a conversation with Mari, their relation is better and they know each other. They also have the same status and age.

4.1.8 Assert Common Ground

Presuppose/ Rise/ Assert common Ground is applied when the speaker as if he was the hearer or his knowledge is same as the hearer. It can be his presuppose, rise or assert knowledge. The researcher only found 1 utterance that contains this strategy. That is *asserting common ground*. It is presented on datum 22.

Datum 22: (6/3/JJ)

Kyungtae Oh: here we go

Jae Min Jung: ok

Kyungtae Oh: Name: Mari Baek. Age: 18 years old. Gender: female.

Jae Min Jung: I already know all that.

The situation of the conversation above is when Jae Min Jung asks Kyungtae to search the information about a new student namely Mari Baek. He feels curious with her because in an event he ever meets with Mari in the busway. At that time Mari does strange to Jae Min Jun. Unconsciously she suck his neck because of her instinct as a vampire when smelling the sweet blood of the human. Jae Min Jung is shocked by that incident. Then Mari runs away from the busway when it stops. After that incident, Jae Min is more curious with Mari until he can't sleep. Finally, in the school, he asks to his friend to find out the information about Mari Baek.

The conversation above shows that Jae Min Jun employs positive politeness strategy of *Asserting Common Ground*. The conversation showed when Kyungtae Oh gave the information about Mari to Jae Min Jung. But he has known about it so that he said; “I already know that all” to Kyungtae Oh. This strategy is done by asserting knowledge. Where the speaker asserts that he has the same knowledge with the hearer.

The influence factor Jae Min Jung to use polite strategy is social distance. Jae Min Jung feels close to Kyungtae Oh because the status of them is a bestfriend. They know each other.

Offer, promise is applied when the speaker wants to create such condition with a purpose speaker's good intention in redressing hearer's positive face. The researcher only finds one the utterance that includes this strategy. The researcher only found 1 utterance that contained this strategy. That is *promising*. It is presented on datum 23.

Mari Baek	:What are you doing?
Jae Ming Jung	: Stand still [<i>put a clip on her hair</i>]. I'm done. Finally that clip went back to its owner. Don't take it off now. I'll get you another one later. Ok?.

The utterance that is produced by Jae Ming Jung employed positive politeness strategy of ***Promising***. From Jae Ming utterance above Jae Ming tries to give Mari Baek understanding that they are a cooperator. In this case, Jae Ming stresses his cooperation with Mari Baek by promising that he will get another one for Mari.

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Assume or assert reciprocity is applied when the speaker and hearer are doing cooperation. It means the speaker promise to do something for hearer if hearer wants to do something for speaker in cooperation. Or it may also be claimed or argued by giving evidence of reciprocity rights between speaker and hearer. The researcher only found 1 utterance that contained this strategy. That is *asserting reciprocity*. It is presented on datum 24.

Mari Baek :Erase it. Please erase it

Jae Ming Jung :No until you admit that you remember

Mari Baek :You!

Jae Ming Jung :**Be honest and say it, if you do it I will erase it.**

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The conversation above showed that Jae Min Jung employed positive politeness strategy of *Asserting Reciprocity*. This strategy is done by asserting reciprocity between speaker and hearer. The conversation showed that Jae Min Jung is asserting reciprocity with Mari Baek. Jae Min Jung will erase the video if Mari tries to remember what she said last night.

4.2 Discussion

In this research, the researcher only focuses on positive politeness strategy that is used by the main characters in the *Orange Marmalade* webtoon. As the result, the researcher finds 10 strategies that are used by the main characters Jae Min Jung and Mari Baek in the *Orange Marmalade* webtoon. The strategy of 6

maintain the social distance and save the positive face of the hearer. Then politeness can be seen as the composite of psychologically real factors (status, degree of intimacy, etc) which together determine the overall a degree of respectfulness within a given speech situation. It is based on the symmetrical relationship between speaker and hearer.

Based on the explanation above, there are some important factors in maintaining the positive politeness strategy. There are 10 strategies outlined by Brown and Levinson (1987) used by the main characters in the webtoon. The strategies are based on the findings, show that strategy 6 namely, "Avoid Disagreement" is the most frequently that is used by the main characters when they talk to their friends and most influencing factors in choosing the strategy by the main characters.

on the explanation above, there are some important positive politeness strategy. There are 10 strategies by the main characters in the webtoon. The strategies show that strategy 6 namely, "Avoid Disagreement" is used by the main characters when they talk to each other. Influencing factors in choosing the strategy by the

as the same term with Mafazy's research (2016) strategies. There are similarities between Mafazy's the first is using the same theory by Brown and the polite strategy. The second is between this n have the same aim. It is finding out the factors

that influence the speaker uses polite strategy. There are differences between Mafazy's research and this research. The first is Mafazy's research focuses on Negative Politeness strategy out of 4 kinds of politeness strategy. The result shows that the researcher found 7 strategies in case of negative politeness. Those strategies are; be conventionally indirect, question and hedges, be pessimistic, give deference, minimize the imposition, apologize, and impersonalize. While this research focuses on positive politeness strategy out of 4 types of politeness strategy. The second is the source of data. This research uses webtoon as the source of data while Mafazy's research uses social media as the source of data.

Moreover, there are some differentiation of sources of data in my research among other research in politeness strategies. There are some sources of data that are used by some researcher in politeness strategies such as movie, novel, talk show, social media, Al Quran and the others. In my research, the researcher uses webtoon as the source of data and the researcher focuses on the type of positive politeness strategy and the factor that influence the use of positive politeness strategy. However, there are still no previous research that uses webtoon as the source of data in the politeness strategy.

prefer to hide their disagreement rather than their agreement in order to save the hearer's positive face or minimize the hearer's FTA. The most factor that influences the main characters to use positive politeness is payoff and social distance based on the Brown and Levinson (1987) theory.

5.2 SUGGESTION

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